

INVOICE


wfsb.com

WFSB
333 Capital Blvd
Rocky Hill, CT 06067
Main: (860)728-3333
Billing: (404)325-4646

Invoice #	Invoice Date	Invoice Month	Invoice Period
489854-1	08/26/12	August 2012	07/30/12 - 08/26/12

Station	Account Executive	Sales Office	Sales Region
WFSB	House- National	House-National-	National

Billing Address:

Media Strategies and Research
Attention: Accounts Payable
11350 Random Hills Road
Ste 670
Fairfax, VA 22030

Send Payment To:

WFSB
BOX 13034
Newark, NJ 07188-0034

Advertiser	Product	Estimate Number
Murphy For Senate 2012	August 17 - August 26, 2012	11630

Flight Dates	Order #	Alt Order #
08/17/12 - 08/26/12	489854	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	08/24/12	08/24/12	Eyewitness News	6am - 6:30am	----F--	:30	1	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/20/12 08/26/12 ----F-- 1 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB F 08/24/12 6:16 AM Eyewitness News 6am - 6:30am :30 MUPTV48H \$950.00 NM									
2	08/21/12	08/24/12	Eyewitness News	6:30am - 7am	-1-1---	:30	2	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/20/12 08/26/12 -1-1--- 2 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Tu 08/21/12 6:45 AM Eyewitness News 6:30am - 7am :30 MUPTV48H \$950.00 NM 2 WFSB Th 08/23/12 6:53 AM Eyewitness News 6:30am - 7am :30 MUPTV48H \$950.00 NM									
3	08/20/12	08/24/12	CBS: THE EARLY SHOW	7am - 9am	11111--	:30	5	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/20/12 08/26/12 11111-- 5 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 08/20/12 8:58 AM CBS: THE EARLY SHOW 7am - 9am :30 MUPTV48H \$600.00 NM 2 WFSB Tu 08/21/12 8:12 AM CBS: THE EARLY SHOW 7am - 9am :30 MUPTV48H \$600.00 NM 3 WFSB W 08/22/12 7:29 AM CBS: THE EARLY SHOW 7am - 9am :30 MUPTV48H \$600.00 NM 4 WFSB Th 08/23/12 8:23 AM CBS: THE EARLY SHOW 7am - 9am :30 MUPTV48H \$600.00 NM 5 WFSB F 08/24/12 8:37 AM CBS: THE EARLY SHOW 7am - 9am :30 MUPTV48H \$600.00 NM									
5	08/19/12	08/19/12	Eyewitness News Weekend	6am - 7am	-----S	:30	1	\$375.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 -----S 1 \$375.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Su 08/19/12 6:43 AM Eyewitness News Weekend 6am - 7am :30 MUPTV48H \$375.00 NM									
6	08/24/12	08/24/12	9am-10am	9am - 10am	----F--	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/20/12 08/26/12 ----F-- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

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Advertiser	Product	Estimate Number	
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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	08/24/12	08/24/12	9am-10am	9am - 10am	----F--	:30	1	\$400.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB F 08/24/12 9:20 AM 9am-10am 9am - 10am :30 MUPTV48H \$400.00 NM									
7	08/20/12	08/20/12	11a-12p Price is Right	11am - 12pm	M-----	:30	1	\$500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/20/12 08/26/12 M----- 1 \$500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 08/20/12 12:00 PM 11a-12p Price is Right 11am - 12pm :30 MUPTV48H \$500.00 NM									
8	08/17/12	08/24/12	Eyewitness News	5pm - 5:30pm	.1111--	:30	5	\$1,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/13/12 08/19/12 ----1-- 1 \$1,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB F 08/17/12 5:10 PM Eyewitness News 5pm - 5:30pm :30 MUPTV48H \$1,500.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/20/12 08/26/12 1111-- 5 \$1,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WFSB M 08/20/12 5:21 PM Eyewitness News 5pm - 5:30pm :30 MUPTV48H \$1,500.00 NM 3 WFSB Tu 08/21/12 5:25 PM Eyewitness News 5pm - 5:30pm :30 MUPTV48H \$1,500.00 NM 4 WFSB W 08/22/12 5:20 PM Eyewitness News 5pm - 5:30pm :30 MUPTV48H \$1,500.00 NM 5 WFSB Th 08/23/12 5:27 PM Eyewitness News 5pm - 5:30pm :30 MUPTV48H \$1,500.00 NM 6 WFSB F 08/24/12 5:21 PM Eyewitness News 5pm - 5:30pm :30 MUPTV48H \$1,500.00 NM									
9	08/17/12	08/24/12	Eyewitness News	5:30pm - 6pm	1111--	:30	5	\$1,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/13/12 08/19/12 ----1-- 1 \$1,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB F 08/17/12 5:56 PM Eyewitness News 5:30pm - 6pm :30 MUPTV48H \$1,500.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/20/12 08/26/12 1111-- 5 \$1,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WFSB M 08/20/12 5:38 PM Eyewitness News 5:30pm - 6pm :30 MUPTV48H \$1,500.00 NM 3 WFSB Tu 08/21/12 5:54 PM Eyewitness News 5:30pm - 6pm :30 MUPTV48H \$1,500.00 NM 4 WFSB W 08/22/12 5:55 PM Eyewitness News 5:30pm - 6pm :30 MUPTV48H \$1,500.00 NM 5 WFSB Th 08/23/12 5:42 PM Eyewitness News 5:30pm - 6pm :30 MUPTV48H \$1,500.00 NM 6 WFSB F 08/24/12 5:38 PM Eyewitness News 5:30pm - 6pm :30 MUPTV48H \$1,500.00 NM									
10	08/20/12	08/24/12	Eyewitness News	6pm - 6:30pm	111-1--	:30	4	\$2,100.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/20/12 08/26/12 111-1-- 4 \$2,100.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 08/20/12 6:28 PM Eyewitness News 6pm - 6:30pm :30 MUPTV48H \$2,100.00 NM 4 WFSB Tu 08/21/12 6:27 PM Eyewitness News 6pm - 6:30pm :30 MUPTV48H \$2,100.00 NM 2 WFSB W 08/22/12 6:13 PM Eyewitness News 6pm - 6:30pm :30 MUPTV48H \$2,100.00 NM 3 WFSB F 08/24/12 6:22 PM Eyewitness News 6pm - 6:30pm :30 MUPTV48H \$2,100.00 NM									
11	08/18/12	08/18/12	Eyewitness News	6pm - 6:30pm	-----S-	:30	1	\$700.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/13/12 08/19/12 -----S- 1 \$700.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

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Advertiser	Product	Estimate Number	
Murphy For Senate 2012	August 17 - August 26, 2012	11630	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
11	08/18/12	08/18/12	Eyewitness News	6pm - 6:30pm	-----S-	:30	1	\$700.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Sa 08/18/12 6:10 PM Eyewitness News 6pm - 6:30pm :30 MUPTV48H \$700.00 NM									
12	08/23/12	08/23/12	Inside Edition	7pm - 7:30pm	---T---	:30	1	\$1,200.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/20/12 08/26/12 ---T--- 1 \$1,200.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Th 08/23/12 7:22 PM Inside Edition 7pm - 7:30pm :30 MUPTV48H \$1,200.00 NM									
13	08/25/12	08/25/12	Ent. Tonight Wknd	7:00pm - 8:00pm	-----S-	:30	1	\$500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/20/12 08/26/12 -----S- 1 \$500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Sa 08/25/12 7:54 PM Ent. Tonight Wknd 7:00pm - 8:00pm :30 MUPTV48H \$500.00 NM									
14	08/17/12	08/24/12	Eyewitness News	11PM - 11:35PM	1111----	:30	4	\$1,200.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/13/12 08/19/12 ----1-- 1 \$1,200.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB F 08/17/12 11:26 PM Eyewitness News 11PM - 11:35PM :30 MUPTV48H \$1,200.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/20/12 08/26/12 1111--- 4 \$1,200.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WFSB M 08/20/12 11:26 PM Eyewitness News 11PM - 11:35PM :30 MUPTV48H \$1,200.00 NM 3 WFSB Tu 08/21/12 11:21 PM Eyewitness News 11PM - 11:35PM :30 MUPTV48H \$1,200.00 NM 4 WFSB W 08/22/12 11:21 PM Eyewitness News 11PM - 11:35PM :30 MUPTV48H \$1,200.00 NM 5 WFSB Th 08/23/12 11:11 PM Eyewitness News 11PM - 11:35PM :30 MUPTV48H \$1,200.00 NM									
15	08/18/12	08/18/12	Eyewitness News	11PM - 11:35PM	-----S-	:30	1	\$1,200.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/13/12 08/19/12 -----S- 1 \$1,200.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Sa 08/18/12 11:33 PM Eyewitness News 11PM - 11:35PM :30 MUPTV48H \$1,200.00 NM									
16	08/19/12	08/26/12	Eyewitness News	11PM - 11:35PM	-----S	:30	1	\$1,200.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/13/12 08/19/12 -----S 1 \$1,200.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WFSB Su 08/19/12 11:24 PM Eyewitness News 11PM - 11:35PM :30 MUPTV48H \$1,200.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/20/12 08/26/12 -----S 1 \$1,200.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Su 08/26/12 11:32 PM Eyewitness News 11PM - 11:35PM :30 MUPTV48H \$1,200.00 NM									
17	08/23/12	08/23/12	Big Brother	9pm - 10pm	---T---	:30	1	\$7,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/20/12 08/26/12 ---T--- 1 \$7,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Th 08/23/12 9:36 PM Big Brother 9pm - 10pm :30 MUPTV48H \$7,000.00 NM									
18	08/22/12	08/22/12	Late Night with David Lett	11:35pm - 12:37am	--W----	:30	1	\$800.00	NM

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	08/20/12	08/26/12			--W----		1	\$800.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WFSB	W	08/22/12	12:30 AM	Late Night with David Letterman	11:35pm - 12:37am	:30	MUPTV48H	\$800.00 NM
Total Spots							40		

Payment Terms Net 30 Days

<u>Gross Total</u>	\$53,325.00
<u>Agency Commission</u>	\$7,998.75
<u>Net Amount Due</u>	\$45,326.25